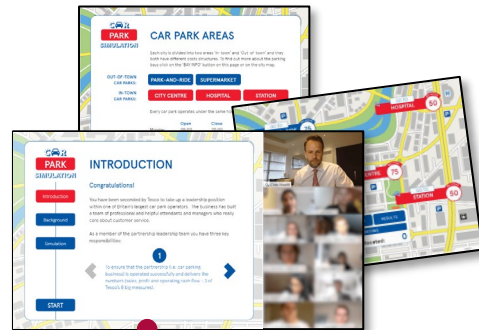


DigiPark™ ...an exciting new online business simulation

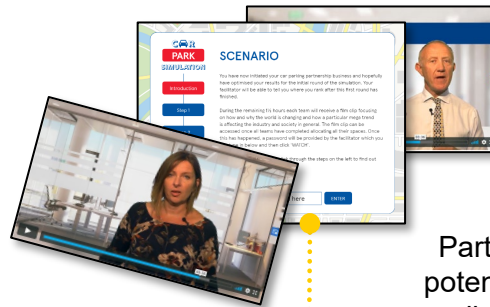
In teams, participants have to optimise resources to drive customer service and maximise commercial performance. Working collaboratively as a team, they must respond to fundamental change and disruption in the marketplace and industry, adapting their business to deliver commercial results. DigiPark™ can run as standalone simulation (half-day) or incorporated into a wider programme and blended with facilitator-led sessions around interpersonal and commercial skills to help reinforce the learning.

In the **planning phase**, participants analyse the industry and assess the dynamics of the business for a national car park operator

- Participants construct a plan for phase 1 where they have to allocate resources to optimise commercial performance and customer satisfaction

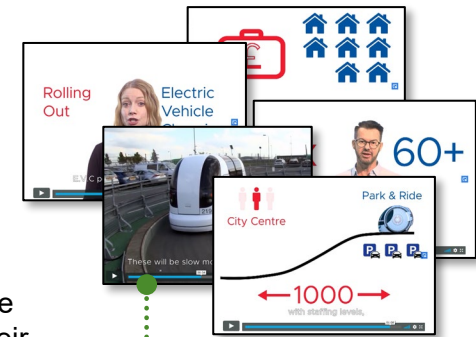


At the end of phase 1, results are distributed to teams supported by facilitator-led industry and business commentary



Participants need to communicate potentially difficult messages to their colleagues regarding the impact of these mega trends

- Participants receiving the message(s) give feedback on how successfully the change was communicated via an online feedback mechanism



The simulation ends with a review of the results from phase 3

- Results are distributed, supported by facilitator-led industry and business commentary



In **phase 1** teams have 45 minutes to allocate a range of types of car parking bays (e.g. electric, mobility, standard) across a number of city centre and out-of-town sites

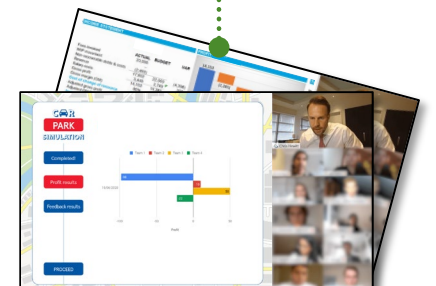
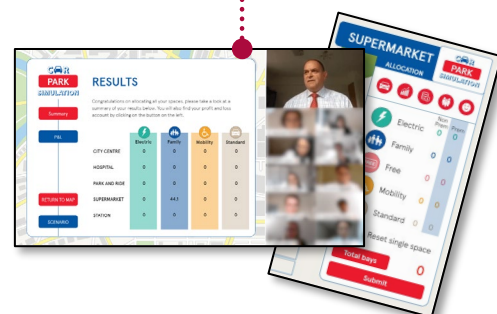
- Participants action their plans, focussing their decisions on revenue, profit, cash flow and customer satisfaction

In **phase 2**, teams are faced with ambiguity and change brought about by mega trends affecting the business landscape

- Participants have to assess what impact these trends will have on business strategy operations, people resourcing and financial performance

In **phase 3**, participants implement their revised plans again focussing their decisions on revenue, profit, cash flow and customer satisfaction

- Can they optimise the performance of their business to emerge as the winning company?



Option to blend a facilitator-led session around interpersonal and/or commercial/finance skills